

ORDER

KSNV

Orders
Order / Rev: 107895
Alt Order #: 06863996
Product Desc: DCCC.HORSFORD
Estimate: 2102
Flight Dates: 10/16/12 - 10/21/12
Original Date / Rev: 10/15/12 / 10/16/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DCCC/ Horsford *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	47	\$43,150.00	\$36,677.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	47	\$43,150.00	\$36,677.50	0.00
Totals	47	\$43,150.00	\$36,677.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	27%	\$43,150.00
Market	100%	\$159,814.81

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$47,944.44
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$39,953.70
KTUD	1%	\$1,598.15
KVVU	14%	\$22,374.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$4,794.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/18/12	M-F 5-6a WakeUp w/WagM		5-6a	-TWT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$450.00		0.00			

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/18/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$450.00		0.00			
E 2	KSNV	10/16/12	10/18/12	Wake Up Early w/ Wagn Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$200.00		0.00			
E 3	KSNV	10/16/12	10/18/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$700.00		0.00			
E 4	KSNV	10/16/12	10/18/12	Today Show Today Show	CM	658a-9am	-TWT---	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					3	\$900.00		0.00			
E 5	KSNV	10/16/12	10/18/12	M-F Today Show II 3rd M-F Today Show II	CM	9-10a	-TWT---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					1	\$425.00		0.00			
E 6	KSNV	10/16/12	10/18/12	M-F Today Show III 4th Today 4th Hour	CM	10am-11am	-TWT---	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$325.00		0.00			
E 7	KSNV	10/16/12	10/18/12	Rachael Ray Rachael Ray	CM	11am-12pm	-TWT---	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$325.00		0.00			
E 8	KSNV	10/16/12	10/18/12	Noon News Noon News	CM	12-1230pm	-TWT---	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$425.00		0.00			
E 9	KSNV	10/16/12	10/18/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWT---	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$325.00		0.00			
E 10	KSNV	10/16/12	10/18/12	Days of our Lives Days of our Lives	CM	1258p-2pm	-TWT---	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$425.00		0.00			
E 11	KSNV	10/16/12	10/18/12	The Doctors The Doctors	CM	2pm-3pm	-TWT---	:30	2	\$325.00	1	0.00	NM	2	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$325.00		0.00			
E 12	KSNV	10/16/12	10/18/12	Dr. Phil Dr Phil	CM	3-4p	-TWT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$450.00		0.00			
E 13	KSNV	10/16/12	10/18/12		CM	4-5pm	-TWT---	:30	2	\$725.00	1	0.00	NM	2	\$1,450.00

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N26	KSNV	10/17/12	10/18/12	Noon News Noon News	CM	12-1230pm	--WT---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WT---		1				\$425.00		0.00			
													Totals	47	\$43,150.00